

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

**BMK3164 – INDUSTRIAL MARKETING**  
(All sections / Groups)

31<sup>ST</sup> MAY 2016  
2.30 p.m.-4.30 p.m.  
( 2 Hours )

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO (2)** printed pages with **FIVE (5)** questions.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

There are FIVE (5) questions in this section. Answer ALL the questions.

**Question 1**

There are inherent differences between goods and services, providing a unique set of marketing challenges for service businesses and for manufacturers that provide services as a core offering. In this context, do service transaction strategies really pay off? Discuss.

**Question 2** (20 marks)

a. What are the key functions of distribution channels? Explain briefly.

(10 marks)

b. State the difference between direct and indirect distribution channels.

(10 marks)

**Question 3**

A young entrepreneur who sells fashionable bags would like to market his bags via internet. Describe the essential elements to be considered for him to have an Electronic Commerce (E-Commerce) strategy for his business.

(20 marks)

**Question 4**

Why personal selling is considered as one of the most important promotional techniques, in B2B marketing? Explain briefly.

(20 marks)

*Continued..*

**Question 5**

Explain briefly about relationship marketing, and the drivers of relationship marketing effectiveness.

(20 marks)

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